Building a Successful Digital Transformation Strategy

Jeff Botsch, Consulting Manager – Rockwell Automation

Our client experiences have shown that manufacturing company’s success with industrial digital transformation is determined up-front: long before any technology is evaluated or implemented. However, planning for industrial digital transformation is usually the least understood and most under emphasized part of the journey. In this session, we will discuss the topic of getting started with digital transformation, the key roadblocks we have uncovered, and the tools used to move forward with confidence.

Developing a Digitized, Agile Supply Chain

Craig McNeil, Managing Director of Accenture Industry X.O North America – Accenture

Yield optimization is the desired outcome for any business. Available resources are key in providing an increased output with less input. Supply chain includes employees, equipment, factories and inventory and are a part of this equation. Historically supply chain was like running a 4x100 relay race with baton passes between each exchange of goods. Technology has enabled us to remove the potential for that baton to fall by providing a seamless and transparent chain of events from resource origination to finished product. An intelligent and connected architecture allows for real-time and agile responses via optimization of insights throughout the entire supply chain. Through storytelling, you will leave this talk empowered to embrace the immense opportunity to strategically design end-to-end supply chain optimization and service offerings successfully with a focus on yield output. Join Craig McNeil, Managing Director of Accenture Industry X.O North America, as he discusses how a Digital Thread at the beginning of product development enables flexibility in manufacturing and ultimately, in the supply chain.

Digital Transformation Impacts on Organizational Structure

Ivar Berents, Sr Director Analyst – Gartner

Manufacturers strive for efficiency. What are lessons learned from other companies about which changes to the organizational structure allow for an easier delivery of digital transformation:

• Is there a best way to organize the team?
• Is there a specific sequence to be followed?
• What is the impact of Covid-19?

Driving Quickier Time to Market and Operational Efficiency with Simulation-based Digital Twins

Prith Banerjee, Chief Technology Officer – Ansys

Through digital transformation, simulation-based digital twins help manufacturers increase pipeline revenue, manage costs and gain a competitive advantage. Discover how simulation-based digital twins deliver these key business objectives across the complete industrial lifecycle through design, operations and maintenance.

How OT Context Can Simplify Your Digital Transformation Journey

Andrew Ellis, Director, Global Technical Consultants, Information Software – Rockwell Automation

What is the gap between OT data and digital insights? Contextualization. New, innovative capabilities are being developed to minimize the value erosion of OT data over time and across systems as it is passed to IT centric digital transformation tools. From asset auto discovery, to OT/IT model sharing to closed loop system interworking, manufacturers are maintaining high-fidelity views of OT data as it is passed to a range of new digital programs, maximizing time to value.

Modern Remote Services Help You Stay Productive

Angela Rapko, Director of Portfolio & Business Management, Customer Support & Maintenance – Rockwell Automation

More employees than ever before are working remotely, and new pressures face those remaining on the plant floor or in the field. Learn about the modern support services that will help you keep your production or manufacturing environment running efficiently and safely. Rockwell Automation has services available that will make remote monitoring and application support your first line of defense: augmented reality available troubleshooting tool when on-site visits are not possible; learning a way to improve workforce skills; Find out how modern support services can help your organization through these challenging times and beyond.

IT-OT convergence a company asset, not liability

Set and achieve transformation goals

Take a risk based approach that enables safe and effective operations in the face of uncertainty

Set and achieve transformation goals

Prioritize use cases and capability investments across people, process, and technology

Operational architecture and data governance are the foundations of agility and flexibility

Build an organizational structure and corporate culture that makes IT-OT convergence a company asset, not liability

The Power of People in Digital Transformation – Culture and Change Management

Mick Mancuso, Director, Connected Enterprise Ops – Rockwell Automation

A change management plan, and a renewed focus on your culture, is paramount to success with digital transformation. A culture that’s data-driven, agile, innovative, and embraces a growth mindset will enable a successful transformation - but that culture change doesn’t happen overnight.

Preparing Security and Virtual Work Environments for Crisis Situations

Paul Difier, Solutions Architect and Manager, Cisco® Systems’ IoT Solutions – PTC

A key change in our working lives driven by COVID-19 is the reality that we must be able to work virtually. For production environments, that means remote access and management are critical to maintain operations as employees, vendors and partners work virtually with access to production environments. All of which means that the cybersecurity status of the production environment is even more critical to maintain reliable operations. This presentation will look at the best practices Cisco and Rockwell Automation have developed as part of our collaboration and support in the digital twin space.

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Ecolab: Four Steps to “The Factory of the Future”

Matt Boudjouk has a vision for what he calls the “Factory of the Future.” Hired to bring Ecolab into Industry 4.0, his team has focused on four main steps that, so far, have helped them to take charge of inventory and days on hand, and saw 25-30% on process design. Hear Matt discuss the four steps and learn about Ecolab’s journey in this informative interview.

Key takeaways:

- Digital transformation requires open architecture, so avoid proprietary systems at any level. All systems must be able to talk to each other.
- Strategic partnerships with automation vendors help to keep your finger on the pulse of what’s possible, and what’s coming.
- Pilot projects are key to demonstrating ROI, and when you can share the numbers with workers, are key to effective change management.

Harpak – ULMA’s Smart Connected Packaging Journey

In 2018, CEO Kevin Roach established a vision and plan to transform this veteran packaging machine OEM into an innovative, agile supplier of smart and connected packaging platforms. Two years into a multi-year, multi-phase digital transformation plan, Harpak-ULMA’s brand is now synonymous with innovation for their customers. Kevin offers an insightful and pragmatic view into how and why digital transformation delivers real customer value in a packaging operation, as well as the internal challenges associated with bringing an OEM into the digital age.

- The primary, demonstrable value of digital transformation is business agility.
- Smart, connected machines and the data they provide create a foundation for transformation.
- Operationalizing transformation using augmented reality, IoT and digital twin technologies delivers remarkable performance gains.

CUSTOMER SUCCESS STORIES

Caterpillar: Internet of Things (IoT) Deployment Generates Rapid Operational Insights and Business Impact

Caterpillar’s Advanced Component Manufacturing Division has been engaged in rapid-deployment of IoT technology. A pilot-proof-of-concept approach enabled visibility of key process operation data, which was directly connected to the FactoryTalk® InnovationSuite ThingWorx® platform, opening the possibility of advanced analytics and process automation on a scale not previously achieved. Valuable insights learned to date include: practical deployment know-how, creating an inclusive culture leading to rapid innovation, and partnering with IoT solution providers to leverage knowledge and expertise. The pilot is part of an on-going IIOT journey and has delivered real business value right from inception.

Cytiva Helps Customers Speed Time to Market When It Really Counts

The big picture involves close cross-functional collaboration with marketing, sales, services, research and development and product management to translate customer needs and analyses into actionable strategies and tactics for automation and digital products. In detail, Kevin and his team are tasked with delivering Figure8® automation to Cytiva’s FlexFactory® bio-manufacturing platform – the solution that offers faster and digital products. In detail, Kevin and his team are tasked with delivering Figure8® automation to Cytiva’s FlexFactory® bio-manufacturing platform – the solution that offers faster deployment, multi-product processing, and accelerated production with flexible, scalable processes.

Doosan Bobcat Creates a Human-First Approach to Digitizing Facilities

Doosan Bobcat created the compact equipment industry more than 60 years ago with the world’s first compact loader, and now builds one loader every 25.5 minutes. Bobcat put their skilled and talented operators at the forefront of their digital transformation initiative - enhancing their skills and insights by connecting technology, machines and the right data with their people.

Gencor Transforms the Customer Experience

Gencor Industries makes equipment for highway construction and other industries. Their initiative to incorporate Industry 4.0 concepts is focused on continual product improvement for the purposes of enhancing the experience of their customers with their equipment. This transformation leverages the latest technologies such as cloud-connected sensors for real-time monitoring of equipment health, applications for monitoring performance of tank farms and thermal systems, and scalable dashboards for operations management.

Georgia Pacific Finds a New Way to Measure Success

To address challenges presented by an aging workforce and associated knowledge/skills gap, Georgia Pacific changed their operating philosophy, moving from operator-centric to monitor-centric. As a part of that change, they quickly learned that transforming operations was just scratching the surface; they had to transform everything. In this thought-provoking and inspiring presentation, hear their Senior VPs of Innovation and Information Technology discuss their all-encompassing goal to change “all of it” - how they work to how they measure success and everything in between.

Key takeaways:

- Eliminating silos and prioritizing scaled improvements are critical.
- When you ask an employee who they work for, their answer should depend on the problem they’re solving.

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Metsop Predictive Maintenance and Asset Optimization for Minerals Processing

By 2060, mining and minerals processing will be highly autonomous and optimized. Jari Puronraa discusses this important strategic digital initiative set into motion in early 2017. The advancement of large-scale IoT solutions is bringing reality to predictive maintenance and intelligent monitoring of minerals processing equipment. Even though various other solutions have emerged since, Metsop Metrics remains the most deeply specialized solution and has the widest installed base across the world.

Norbord Embraces Technology to Empower Employees with Information and Remote Support

Norbord’s technology staff is often found at various production facilities working as a team with mill personnel. This collaborative environment spurs innovation. They set out to create the Norbord Analytics System (NAS) - an application-agnostic platform that will deliver diagnostic system information to empower employees to make trusted, data-driven decisions. Hear more about this initiative at Norbord as TJ Schubert, Director, Controls, Automation and Technology discusses the journey and impressive results.

Pfizer: Changing Patients’ Lives Through Digital Thread

To deliver on their purpose, “breakthroughs that change patients’ lives,” Pfizer is championing a multi-year initiative aimed at transforming their manufacturing operations into a seamless, data-driven insight engine that drives world-class performance throughout their enterprise. Hear Mike Tomasco, Pfizer’s Vice President of Digital Manufacturing, discuss their journey, including challenges, goals, innovations, metrics and more.

Key takeaways:

- Strong, executive sponsorship and a “blank slate” approach to creating a strategy and vision are key. ‘Digital’ does not always mean fast.
- Using video and internal social media to inform program participants and stakeholders is more engaging and powerful than traditional newsletter formats, reaches all levels and unlocks the organization’s collective power.
- Upgrading security infrastructure across manufacturing sites can help to unlock shop floor data from outside of a site.

Stanley Black & Deckers Margin Resilience Program Aims at Delivering Big Impact

Stanley Black & Deckers’s operations have always delivered high quarter performance but required intense manual effort to deliver these results. This transformation program is changing that approach to be more data led and automated across the entire supply chain. The backbone that is enabling this transformation is a smart connected enterprise that delivers impact through a holistic enterprise set of apps and control towers. The transformation includes the comprehensive up-skilling and re-skilling of 61,000 employees.

Stronger Together: Leveraging the Power of the II/OT Relationship at Eli Lilly and Company

At Eli Lilly and Company, you won’t find stereotypical, traditional barriers between its IT and OT organizations. They’ve built a partnership to support manufacturing and quality with a shared purpose – producing life-saving medicines with safety first and quality always. Hear their VPs of Engineering and IT describe the partnership’s evolution, principles and initiatives firsthand in this exciting and dynamic webinar.

Key takeaways:

- A culture of collaboration and team work across II/OT drives results.
- Joint governance to manage digital opportunities, helps drive focus and delivery.
**CONTROL**

**CL01** Smart Devices: Enabling The Connected Enterprise

In this session, you will learn how maximizing the information from industrial machines and equipment is the key to optimizing production. Today that information is more readily available than ever before by extending the reach of data down to all the devices installed. With Smart Devices, you can get the insight to what is happening, where this information can make the difference between scheduled maintenance and an unexpected shutdown. This session will cover the value of incorporating intelligence into industrial machines and equipment by using Smart Devices.

**CL02** Discover the Value of Scalable Compute

This session will introduce and demonstrate the capabilities of our scalable compute technology. The 1756 compute module and CompactLogix™ 5400 controller will be the focus of this session and attendees will get hands-on experience using and configuring the Application Program Interface (API). Learn the power of Logix and Windows software together. The presentation will cover target applications, features and a demo showing typical use cases.

**CL03** What’s New and Notable in the Integrated Architecture® System

This session introduces the new key products and features recently released and is a preview of future enhancements to the Integrated Architecture® system. Topics covered include updates to our Logix controllers, I/O, networking, safety and motion products.

**CL04** Wintegrated Architecture® System Software – What’s New

Attend this session to learn about the latest developments to the Studio 5000 Automation Engineering & Design Environment®. Hear where we are going, and how we can help reduce your engineering time, reduce risk and increase your productivity.

**CL06** Improve Operational Efficiency and Help Protect Your Instrumentation investment

Discover FLEX500™ HART 1/0 modules with Premier Integration to simplify configuration and management of HART devices directly online from a Studio 5000 Logix Designer® application. Learn how increased visibility to real-time diagnostics helps to reduce downtime and unnecessary shutdowns. See how smart data improves safety and maintenance.

**DIGITAL ENGINEERING**

**DE01** Digital Engineering Capabilities Overview and Demonstration

Digital design can help to compress development cycles, accelerate time to market, decrease commissioning costs and mitigate risk. This session will cover topics on concurrent development of electrical, mechanical and control systems and the role simulation plays in delivering design insights earlier.

**DE02** Overview of Virtual Commissioning Using Emulate3D® Software

Ever dreamt of being able to develop and debug control code before the piece of equipment to be automated is even built? Join this session and see exactly how this can be done by connecting your programmable automation controller to a 3D digital model of the equipment using Emulate3D software. See how simulation can reduce investment risks, improve time to market and increase understanding and how virtual reality can extend that understanding into a fully immersive experience.

**DE05** Simulation of Optimization of Lines Using Line Balancing, LogixAI™ and Smart Object Technologies

Visualize the power of process simulation and optimization using a Digital Twin. See smart objects, Emulate3D™ and live balancing technology manage speeds and behaviors of lines for Consumer Packaged Goods.

**DE07** EPLAN Software and Services: Integrated Interdisciplinary Engineering Manufacturing Workflow Solutions

To obtain corporate predictable profitability in a competitive market, tools used in design and manufacturing must provide harmony from basic data creation to numerical controls and instruction reports. A few corporations have achieved this level of a complete workflow that transcends to pre-sales solutions as well. The EPLAN Platform can be the corporate enlightenment.

**DE08** Maplesoft: Virtual Commissioning and Cycle Time Reductions with MapleSim and Studio 5000®

Using virtual commissioning techniques within MapleSim and Studio 5000®, you can test control code without a physical machine and optimize existing machine performance with minimal downtime. Learn what’s required to create a physics-based simulation and employ techniques to reduce cycle times. Validate performance and visualize your machine during development.

**DE09** Unlocking the Power of Simulation-Based Digital Twins with Ansys and Rockwell Automation

Enable Digital Transformation by connecting Digital with Physical during the Design, Operations and Maintenance stages of the Industrial Lifecycle. Learn how Ansys powered Simulation-based Digital Twins can help your enterprise realize value throughout the lifecycle of your key products, processes, manufacturing and automation systems.

**INFORMATION SOLUTIONS**

**IS03** Monetizing Business Outcomes with FactoryTalk® InnovationSuite Industrial IoT Platform

See how you can show the real value of OT/IT integration in a digital transformation using FactoryTalk® InnovationSuite. When you combine the operational expertise and analytics capabilities that Rockwell Automation brings together with the ThingWorx IoT platform, and augmented reality options with Vuforia, there are more manageable business outcomes. See specific cases that show returns on investment and opportunities for new business models developed from transformation.

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**IS05** Empowering Your Workforce and Help Reduce Downtime with Augmented and Assisted Reality

Smart workers require new technologies to learn, distribute knowledge and execute critical procedures correctly in the shortest time. See how augmented reality (AR) can be used to improve quality, safety, reliability, production; while increasing efficiencies and reducing downtime. You will realize the value AR can provide in an industrial environment via AR work instructions, maintenance, safety and training.

**IS06** ProSoft Technology: Direct Logix PAC Connectivity to PTC’s ThingWorx® and MOTT

To realize IoT benefits like making informed business decisions, data exchange between business units, or predictive maintenance, timely access to the right data is critical. In this session, find out how to directly connect a Logix PAC to ThingWorx® or MOTT brokers, ensuring quick and accurate access to critical plant operational and performance data.

**IS10** LLumin Inc: Mitigating Downtime for Machines and Plants Using IOT, Augmented Reality, LLumin READYAsset, and The Connected Enterprise

This demonstration shows how LLumin READYAsset integrates with Rockwell Automation CompactLogix™, PlantPAx®, FactoryTalk® AssetCentre, and PTC Thingworx® and Vuforia®, leveraging The Connected Enterprise to enable a pro-active, predictive, Asset Performance strategy that begins at the Machine level, moves throughout the industrial plant, and onto risk mitigation and compliance.

**IS11** Simplifying Analytics at the Edge for Real-time and Predictive Decision-Making

It’s imperative to get the information you need where you need it and as close as possible to where it can have the greatest impact. By getting contextualized information at the edge to do analytics, you can achieve significant savings in cost and time. Learn how to leverage automated machine learning to train a model with LogixAI® and how to operationalize machine learning with FactoryTalk® Analytics® Edge to deliver real-time predictive analytics. See how we’ve made integrations of FactoryTalk® Historian and ThingWorx® simpler and faster.
Networking Technologies

**NT01** Fundamentals of EtherNet/IP IIoT Network Technology
This discussion will review the capabilities and features of EtherNet/IP, including an overview of networking technology and terminology. Learn how the Common Industrial Protocol (CIP) fully uses the Open Systems Interconnection (OSI) 7-layer reference model and enables the Industrial Internet of Things (IIoT).

**NT02** Design Considerations for Reliable EtherNet/IP Networking
This discussion will review the considerations to help you design and deploy a scalable, reliable, safe and future-ready EtherNet/IP network infrastructure. Topics will include segmentation techniques, data prioritization, resiliency, structure and hierarchy. A prior understanding of general Ethernet concepts, or attendance of the Fundamentals of EtherNet/IP Network Technology session (NT01) is recommended.

**NT03** Applying EtherNet/IP Network Features for High-Performance Machine-level Architectures
This discussion reviews what to consider to successfully design and deploy high-performance EtherNet/IP features such as: Gigabit Ethernet, Direct Device Level Ring (DLR) to meet machine level network topology needs and Network Address Translation (NAT) to enable application code reuse. Discussions will also include recommendations for architectures that include real-time applications such as motion control and switch selection considerations. A prior understanding of general Ethernet concepts, or attendance of the Fundamentals of EtherNet/IP Network Technology session is recommended.

**NT04** The Next Phase of the IT/OT Integration – Extending IT Security to the Cell/Area Zone of the Plant Architecture
This session will review the extension of IT security strategies into the cell/area and IACS devices, and how today’s network infrastructure will evolve and adapt to tomorrow’s requirements and threats. Topics include enhanced remote access, network and security health monitoring, access control and role-based segmentation in a structured, scalable manner.

**NT05** Belden: Edge to Cloud Communication with Single Pair Ethernet
Bandwidth constraint, line length limitation, complexity in physical layer and edge communication are common problems experienced by industrial network professionals. Belden can solve these problems with Single Pair Ethernet (SPE) technology. SPE will provide 10Mb/s Ethernet communication to edge devices over 1km reach, while providing power over data line.

**NT06** Samsung: 5G and Wi-Fi6 – What Each Brings to the Next Phase of the IT/OT Integration
The Next Phase of the IT/OT Integration is undoubtedly underway, offering new opportunities and challenges. 5G and Wi-Fi6 are about reliability, flexibility, scalability and mobility. This session will explore what these technologies can bring to the next phase of the IT/OT Integration.

**NT07** Rockwell Automation: IoT and IIoT – How 5G and Wi-Fi6 Can Co-exist and Combine to Serve Those Needs
The Next Phase of the IT/OT Integration is about reliability, flexibility, scalability, security and mobility. The presentation will focus on the promises and innovations that both 5G and Wi-Fi6 can bring to the next phase of the IT/OT Integration.

**NT08** What’s New and What’s Next
Explore the next generation of industrial wireless communication technologies to understand how integrating them can optimize your SCADA systems. Get a preview of upcoming features and capabilities of edge computing and related tools. Learn about cost effective ways to reduce your network downtime, improve productivity and mitigate industry-wide challenges.

**NT09** InTouch: Fluke: Identify, Solve and Prevent Network Cable Problems
Over 50% of industrial Ethernet problems are related to network cables. Commissioning delays and intermittent machine downtime are generally addressed with guesswork rather than root cause identification. In this session, you will learn Rockwell Automation cable test guidance, applicable standards, troubleshooting methods and pro-active steps to prevent problems.

**NT10** NT10: Industrial Communications: What’s New and What’s Next
Explore the next generation of industrial wireless communication technologies to understand how integrating them can optimize your SCADA systems. Get a preview of upcoming features and capabilities of edge computing and related tools. Learn about cost effective ways to reduce your network downtime, improve productivity and mitigate industry-wide challenges.

**PT11** Data-Linc Group: Industrial Wireless Communication: What’s New and What’s Next
Explore the next generation of industrial wireless communication technologies to understand how integrating them can optimize your SCADA systems. Get a preview of upcoming features and capabilities of edge computing and related tools. Learn about cost effective ways to reduce your network downtime, improve productivity and mitigate industry-wide challenges.

**PT12** Post Glover Resistors: De-Mystifying Dynamic Braking
Choosing DB resistors from ProposalWorks™ can be easy, but understanding the cause and effect of your choices can be less so. The presentation will relate VFD ratings to brake resistor sizing, including load type, duty cycles, braking torque and installation location depending on heating and environmental considerations.

**PM01** Kineticex Motion Control, ITRAK™ and Magnemotion Intelligent Track Systems – What’s New
Learn about the latest innovations in Motion Control, ITRAK™ and Magnemotion Intelligent Track Systems. This session will also cover proven application examples using independent caption technology and the enhanced value it can bring when combined with The Connected Enterprise technologies. You will learn about the unprecedented flexibility, precision and speed of the ITRAK™ system and the information technologies that can be integrated to maximize your return on investment.

**PM02** Denso Robotics: Robot Programming with Studio 5000
Learn about the latest developments in robot programming utilizing the Denso – Rockwell Automation Add-On-Instruction (AOI) Library. We will cover basic robot programming theory and industry standards for direct and indirect robot control with Rockwell Automation controllers.

**PM03** Limif USA Inc: Motors and Actuators for Assembly and Washdown Applications with Easy Rockwell Automation Integration
Learn about the latest developments in motor and actuator programming utilizing the Denso – Rockwell Automation Add-On-Instruction (AOI) Library. We will cover basic motor programming theory and industry standards for direct and indirect motor control with Rockwell Automation controllers.

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**PM05** Improve Power System Reliability and Efficiency with New Condition Monitoring Features, Now with EtherNet/IP
Protective relays have considerably more information than simply tripping protection elements. Load operating conditions and problems, process information, power system robustness, and equipment life information can now be accessed through your Rockwell Automation EtherNet/IP system. Learn how SEL condition monitoring features can improve your operation and reduce maintenance time and costs.
**TECH SESSION DESCRIPTIONS**

**PM07** Service Wire Company: What You Need to Know to Specify the Right Cable System for LV VFD Applications

Provide an overview of VFD system performance challenges due to cable failures, electromagnetic interference (EMI), cross-talk, stray currents and grounding methods. Address confusion in the market regarding specifying the right cable system and conductor/termination method that can optimize performance and improve longevity of motors utilized on LV VFD systems.

**PM08** STOBER Drives Inc: Integrating STOBER’s Synchronous Servo Geared Motors into Your Kinetic® 5500 & 5700 Systems for Maximum Machine Performance!

STOBER Drives will show how their Synchronous Geared Motors can increase machine performance and offer space saving solutions that easily integrate into Kinetic® 5500 & 5700 systems by Rockwell Automation. Applications and Motion Analyzer will also be reviewed.

**PRO03** Expect More from Batch Systems – What’s New in Batch v16

Today’s dynamic production climate presents multiple challenges: control costs, mitigate risks, and seize every opportunity to gain a competitive edge. The latest release of Rockwell Automation flagship batch offering, FactoryTalk® Batch v16, helps user in both batching applications. Check your device status and components online:

**PRO06** Analytics for Process Control in PlantPAx™ 5.0

Learn how the Rockwell Automation PlantPAx™ DCS will enable PTC Vuforia to gain access to live and historical data and bring to life feature rich dashboards along with advanced analytics. Through demonstrations you will see how PlantPAx can be utilized within Vuforia and how control strategy within an augmented reality can simulate actionable faults and analytics.

**PR09** Modernization and Migrations from Legacy DCS Platforms to PlantPAx™ 5.0

In today’s dynamic production environments, companies are constrained by limited capabilities of their legacy DCS and their ability to support these legacy systems. This session explores the barriers and benefits of modernization, valuable methodologies, execution practices, and tools that assist in planning, budgeting and replacing legacy DCS systems. We will explore how different outcomes gained during a modernization will enable your digitization, optimization and analytic strategies of the operation. These additional benefits can help reduce the risk during the project and ongoing production while accelerating the ROI.

**PR14** Visualization and UI Methods to Improve Operator Responses in Abnormal Situations in PlantPAx™ 5.0

The typical plant operator must interact with a variety of interfaces such as process displays, trends, videos and alarm lists throughout a shift. Navigating these effectively in abnormal conditions can become paramount safety issues. This session will provide an approach for applying the ANSI/ISA 101 standard concept to design systems, with a focus on display design and hierarchy. Learn how to design an effective operator interface to assure your operators are controlling your processes safely while meeting production and quality targets.

**PR18** Introduction to the Purpose Built Process Objects Library in PlantPAx™ 5.0

PlantPAx™ 5.0 introduces an enhanced library of purpose-built process objects library enables developers to focus on higher level application development while producing a consistent method for basic control of realworld devices. Explore new update to the library brings expanded functionality, ease of use, and simplifies the management and testing of applications over their whole lifecycle.

**PR20** Bray International: Simplicity in a Jungle of Wires

Industrial facilities are full of wires. How do you connect valves and actuators that are currently isolated without running additional wires? Plug and Play actuators are the answer. Bray International launched the first actuator that’s controlled by Ethernet/IP and is instantly integrated into Rockwell Automation® PLCs with an Add-On-Profile.

**PR21** Central Station Inc: PID Controller Tuning: Techniques for Fast and Accurate Results

PID tuning can be time consuming and achieving the desired results can be difficult. This presentation explores a repeatable method proven to be effective when tuning both simple and complex PID control loops. Included are examples from the Basic Materials, Oil & Gas, and CPG industries.

**PR22** Endress+Hauser: Empowering the Mobile Worker

Smart instruments can send on-board diagnostics, status information and other parameters needed by maintenance people to host systems via digital communications. Once received by a host system, data is easily accessible from handheld computers, smartphones and control system consoles. Check your device status wherever you go with Endress+Hauser’s digital services.

**SAFETY AND SECURITY**

**SS01** Safety System Development Process and Configuration Tools Overview

This session will show you how to reduce development time of safety systems using the safety lifecycle and tools from Rockwell Automation. You’ll determine return on investment for safety projects, design safety systems and functions, select appropriate safety devices and ensure that your system meets global safety standards.

**SS02** Safety Architecture: What’s New

A number of new products have emerged this year improving the flexibility, scalability and productivity of safety systems. This session will showcase new products and applications including integrated controllers, new FLEX S00D™ and in-chassis I/O and components.

**SS05** Cybersecurity for OT Systems: Why? And Where Do I Start?

Securing The Connected Enterprise requires a holistic defense in depth approach that provides insights that improve your bottom line. This discussion will address various system level scenarios with consideration to the attack continuum: Help prevent, detect and respond. Attendees will better understand how to best utilize the breadth of solutions offered by Rockwell Automation and members of the PartnerNetwork. In addition, learn about developing standards and regulations around security and the Rockwell Automation approach for building security into products.

**SS06** CIP Security: Improving Control System Defense-in-Depth Security

Control system security is traditionally addressed by defense in depth architectures, with multiple layers of security. As threat actors have become more sophisticated, CIP-connected devices must be able to defend themselves. This session explains how CIP Security helps enable devices to protect themselves from malicious attacks focusing on authenticity, integrity and confidentiality.

**SS10** Clarity: Why IT Tools Can’t Secure Your Plant

When digital modernization forces companies to address plant cyber risks, invariably the C-suite turns to the OSS for answers. Unfortunately, nearly all IT security tools are inappropriate for use within ICS environments. This will focus on requirements and how to evaluate and select the right tools to secure without disruption.

**SS11** exida: Safety and Cybersecurity Alarms and Alerts: Taking Risk Management to a New Level

Stuxnet, the first cybersecurity incident that caused physical damage to a control system, has ushered in an era where effective risk management must consider alarm management, functional safety, and cybersecurity together. This presentation will discuss how to take an integrated, holistic approach to risk management and the associated benefits.

**SS12** Grace Technologies Inc: Using Technology to Enhance Plant Electrical Safety and Maintenance Operations

Most work-related injuries are directly attributed to reactive maintenance work. As qualified workers are hard to find in this digital age, this topic will address various technologies that can complement facility maintenance personnel to get out from their reactive mode and transition to proactive mode to enhance safety and productivity.
SOLUCIONES Y SERVICIOS

SV01 Achieve Smart Manufacturing by Embracing Modern Technology

Discover how to modernize your control system for better performance, greater flexibility and more informed decisions. Learn about available upgrades for controllers, HMI, I/O, drives, components and networks to optimize machine performance. Couple hardware with software, migration wizards and other easy-to-use tools to gain efficiency across your automation investment.

SV02 Develop a Workforce Development Strategy that Works for You

Manufacturers have been facing the industrial skills gap for years—and it’s only going to get worse. The good news? There are many ways to mitigate workforce challenges. Learn how to develop a workforce development strategy and some of the ways you can take action today, from e-learning to remote and managed support.

SYSTEMA

SV01 Studio 5000® Application Code Manager: Introduction and Demonstration

This session demonstrates the Studio 5000® Application Code Manager (ACM) capability. Learn how to quickly build your automation projects using reusable code stored in libraries. See how configuration, not programming, is used by selecting library objects, control modules, equipment modules, etc.; and providing configuration data, such as object name and descriptions, equipment set points, control interlocks, I/O mapping, etc., required for your project. Once all the configuration, not programming, is provided the project will be built (.ACD file) which can be downloaded to a controller.

SV02 The Future of Software Purchase and Maintenance

Learn how new software offerings and license management capabilities from Rockwell Automation can help your organization mitigate risk and maximize flexibility. Key topics include: perpetual versus subscription versus SaaS software models, license management capabilities, streamlined software activation and integrated support.

SV03 ThinManager® Architecture and Best Practices

Thin client architectures can help reduce cost of ownership and support while enhancing security and availability of information and insights. Learn how ThinManager® services and thin client architectures help secure your digital infrastructure by reducing the attack surface, centralizing access control and simplifying lifecycle support.

SV04 ThinManager® Delivering and Managing The Connected Enterprise

The ThinManager® platform is designed to simplify the way productivity content is delivered and devices are managed within manufacturing environments. Learn how ThinManager® software can revolutionize everything from the plant floor to the control room, change the way you view mobility in those areas, and deliver and manage The Connected Enterprise today.

SV05 Utilizing Smart Objects and FactoryTalk® Linx Info Gateway to Create Plant Energy Models and Leverage PTC ThingWorx for Visualization and Analytics

Learn how smart objects attached to application libraries are used to automatically extract device information like energy. The FactoryTalk® Linx Info Gateway discovers the energy data in Logix Controllers and generates a plant energy model that is pushed into PTC ThingWorx for visualization and analytics.

SV06 ControlFLASH Plus® Overview and Demonstration

This session will introduce and demonstrate the capabilities of ControlFLASH Plus® v3.00.00. Learn how it seamlessly integrates with the Product Download & Compatibility Center (PDCPC), provides better usability, makes you more productive and simplifies your experience with managing firmware. Whether you are an OEM, SI or end-user, you will find this session beneficial. In addition, learn about planned enhancements for release v4.00.50 and tell us what enhancements you would like to see in the future.

SV07 How Can FactoryTalk® AssetCentre Help Me Save the Day?

On the plant floor, many unplanned events can happen: devices fail, people make unauthorized changes, etc. Learn how FactoryTalk® AssetCentre can help you save the day by quickly responding to these events. Learn about FactoryTalk® AssetCentre’s core functionality, which includes version control, audit information, security, reporting and automated backup and compare of plant floor devices like Logix controllers, PowerFlex® drives, and PanelView™ Plus graphic terminals. Discover how you can use FactoryTalk® AssetCentre’s Asset Inventory Agent and Product Compatibility and Download Center integration to make more informed asset lifecycle decisions. Find out how FactoryTalk® AssetCentre is changing to embrace evolving industrial security architectures.

SV08 Implement Premier Integration

We know that efficiency is the name of the game and this session will show you how you can be more efficient when it comes to configuring your drives in a Logix environment — we call this Premier Integration. Not only will you see how this experience helps you reduce integration and configuration times, but you’ll see how you can be more productive from the plant floor and drive information throughout your enterprise.

SV09 Communications Using FactoryTalk® Linx, OPC UA and KEPServer Enterprise

This session includes demonstrations of FactoryTalk® Linx, OPC connectivity and KEPServer Enterprise software to provide visualization and information software access to Logix 5000™ controllers and other control devices. Topics include an overview of the connectivity software portfolio, methods to securely access various types of control system information and OPC UA communications.

SV10 Introduction to Robotic Solutions with Rockwell Automation

Have you ever wanted to provide an robotic experience but not sure where to start? This session will get you started and show the value of a fully integrated solution. By integrating robotic control into your machine design, you will realize true value and innovation. Our robotic integration strategy can help you increase machine efficiency, fully integrate your control investment and help reduce machine dependency on a shrinking workforce.

VISUALIZACIÓN Y COLABORACIÓN

VZ01 How to Improve Plant Operations through Better HMI Graphics

Plant operators make decisions every day that can directly influence profitability. In this session, we equip you with methods and ANSI/ISA-101 concepts you need to create meaningful content. Learn how to present the right type and amount of visual detail to improve operational efficiency and promote better decision-making.

VZ02 Visualization at Rockwell Automation – What’s New

Discover the newly released products and features in visualization software and hardware and see what’s planned for the upcoming year. This session will show how new capabilities enable scalable solutions, efficient application design, access to real-time information and improve operator effectiveness.

VZ03 Designing Machine-level HMI with Studio 5000 View Designer® Demonstration

This session will introduce you to the latest PanelView™ 5000 hardware and Studio 5000 View Designer® software. You will learn how easy it is to create, download and run an application as well as see some of the more powerful capabilities of the platform. You will also get an early look at new features coming in our next release.

VZ05 SeDemt Ltd: New Product Launch–Extending Support of FactoryTalk® HMI, A&E, and OPC to Include PTC ThingWorx®

This session will showcase our New ThingWorx® integration with a demo of our Alarm Notification Software. Explore our easy to configure alarm browsing, two-way communication with alarm acknowledgement, and HMI to A&E alarm conversion. Further topics include Industrial Wi-Fi SMS Messaging and Industrial Visualization solutions that build a bridge between automation systems and communication devices.